

# CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

<u>Contract / Revision</u> 565800 /		<u>Alt Order #</u> 07894548
<u>Product</u> OBAMA/P/D SKED C		
<u>Contract Dates</u> 08/04/12 - 08/17/12		<u>Estimate #</u> 95/101/1549
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/06/12	08/17/12	Newschannel 3 News	12n-1230pm		:30			NM	10	\$2,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$295.00			
Week:		08/13/12	08/19/12	MTWTF--				5	\$295.00			
2	3	08/06/12	08/17/12	CBS Daytime	1228-3pm		:30			NM	36	\$10,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				18	\$295.00			
Week:		08/13/12	08/19/12	MTWTF--				18	\$295.00			
3	3	08/06/12	08/17/12	Ellen Degeneres 3pm	3-4pm		:30			NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$200.00			
Week:		08/13/12	08/19/12	MTWTF--				5	\$200.00			
4	3	08/06/12	08/17/12	NewsChannel 3 News	5-6am		:30			NM	10	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$120.00			
Week:		08/13/12	08/19/12	MTWTF--				5	\$120.00			
5	3	08/06/12	08/17/12	Newschannel 3 News	6-7am		:30			NM	10	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$185.00			
Week:		08/13/12	08/19/12	MTWTF--				5	\$185.00			
6	3	08/06/12	08/17/12	CBS This Morning	7-9a		:30			NM	10	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$140.00			
Week:		08/13/12	08/19/12	MTWTF--				5	\$140.00			
7	3	08/04/12	08/11/12	Early Show Saturday	9-11am		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$100.00			
Week:		08/06/12	08/12/12	-----S-				1	\$100.00			
8	3	08/05/12	08/12/12	CBS Sunday Morning	9-1030am		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$280.00			
Week:		08/06/12	08/12/12	-----S				1	\$280.00			
9	3	08/06/12	08/17/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	10	\$2,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Obama/D/President		<u>Estimate #</u> 95/101/1549
		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$200.00			
Week:		08/13/12	08/19/12	MTWTF--				5	\$200.00			
E 10 3		08/04/12	08/11/12	Newschannel 3 News	6-630pm		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$120.00			
Week:		08/06/12	08/12/12	-----S-				1	\$120.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2 3		08/06/12-08/12/12		Newschannel 3 News	6-630pm	-----Sa--	:30		<del>\$120.00</del>	NM		
Credited												
E 11 3		08/05/12	08/12/12	Newschannel 3 News	630-7pm		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$140.00			
Week:		08/06/12	08/12/12	-----S				1	\$140.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2 3		08/06/12-08/12/12		Newschannel 3 News	630-7pm	-----Su	:30		<del>\$140.00</del>	NM		
Credited												
12 3		08/06/12	08/17/12	Late Night with David Letterman	1135pm-1237am		:30			NM	10	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$165.00			
Week:		08/13/12	08/19/12	MTWTF--				5	\$165.00			
13 3		08/06/12	08/17/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$540.00			
Week:		08/13/12	08/19/12	MTWTF--				2	\$540.00			
14 3		08/07/12	08/14/12	NCIS	8-9pm		:30			NM	2	\$2,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$1,470.00			
Week:		08/13/12	08/19/12	-T-----				1	\$1,470.00			
15 3		08/10/12	08/17/12	Friday Prime	10-11pm		:30			NM	2	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$980.00			
Week:		08/13/12	08/19/12	----F--				1	\$980.00			
E 16 3		08/04/12	08/11/12	Saturday Prime	9-10pm		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$395.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1 3		07/30/12-08/05/12		Saturday Prime	9-10pm	-----Sa--	:30		<del>\$395.00</del>	NM		
Credited												
Week:		08/06/12	08/12/12	-----S-				1	\$395.00			
17 3		08/10/12	08/10/12	Friday Prime	8-9pm		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$630.00			
18 3		08/09/12	08/09/12	Overnight Rotator	430-459am CBS n		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---T---				1	\$25.00			
Totals											123	\$32,800.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/17/12	123	\$32,800.00	\$27,880.00
<b>Totals</b>	<b>123</b>	<b>\$32,800.00</b>	<b>\$27,880.00</b>

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	08/07/12 / 08/07/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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